

**AMENDMENTS TO THE CLAIMS**

***This listing of claims will replace all prior versions, and listings, of claims in the application:***

1. (Original) Vehicle pneumatic tire (1) comprising a radial ply casing (8), two sidewalls (2) and two bead areas (4) with bead cores (7) as well as core profiles (6), whereby the bead area (4) is reinforced in the circumferential direction of the vehicle pneumatic tire (1) with a bead reinforcement (5) made of tire cords (10), characterized in that the tire cord (10) is arranged directly in the bead area (5) without any embedding into a rubber strip.
2. (Original) Vehicle pneumatic tire according to claim 1, characterized in that the tire cord (10) lies against the core profile (6) in the form of a wound spiral (11).
3. (Currently Amended) Vehicle pneumatic tire according to claim 1 ~~or 2~~, characterized in that the gradient angle of the spiral (11) is smaller in the radially inner area than in the radially outer area of the spiral (11).
4. (Currently Amended) Vehicle pneumatic tire according to ~~one of claims 1 through 3~~ claim 1, characterized in that the tire cord (10) lies against the core profile (6) in the form of wound ellipses (12).

5. (Currently Amended) Vehicle pneumatic tire according to ~~one of claims 1 through 4~~ claim 1, characterized in that the tire cord (10) lies against the core profile (6) in the form of a wound reel (13).
6. (Currently Amended) Vehicle pneumatic tire according to ~~one of claims 1 through 5~~ claim 1, characterized in that the tire cord (10) lies against the core profile (6) in a discontinuous manner in individual tire cord sections (14).
7. (Currently Amended) Vehicle pneumatic tire according to ~~one of claims 1 through 6~~ claim 1, characterized in that the tire cord sections (14) are arranged on the core profile (6) with regularly arranged gaps (15).
8. (Currently Amended) Vehicle pneumatic tire according to ~~one of claims 1 through 7~~ claim 1, characterized in that the tire cord sections (14) are arranged on the core profile (6) overlapping at the transitions.
9. (Currently Amended) Vehicle pneumatic tire according to ~~one of claims 1 through 8~~ claim 1, characterized in that the tire cord (10) is arranged on a fiber-reinforced rubber ply (9).
10. (Currently Amended) Vehicle pneumatic tire according to ~~one of claims 1 through 9~~ claim 1, characterized in that the bead reinforcement (5) is arranged in the bead area (4) between two casing plies.

11.(Original) Method for producing a pneumatic tire (1) with a bead reinforcement (5) with the following steps,

- providing an annular core profile (6) with a bead core (7)
- winding of a wire-shaped tire cord (10) forming the bead reinforcement (5)
- arranging the core profile (6) with bead reinforcement (5) and bead core (7) on a conventional tire building drum
- completing the pneumatic tire (1) according to a conventional tire construction process.